Website Checklist

Key Questions to Ask:

- ☐ WHY is someone visiting my site?
- ☐ Can they EASILY find what they need?
- ☐ Do I have a compelling CALL TO ACTION to convert my web visitors?
- ☐ Do I build TRUST and CLOSE sales?
- ☐ Am I POSITIONING my company effectively?

Site Strategy:

- ☐ Every page of your site should have a strategic purpose
- ☐ Consider the different stages of the marketing funnel and your site
- ☐ Have calls to action for multiple stages of the funnel
- ☐ There should be a clear ACTION from the page
- ☐ Optimize the page for the desired action

Elements of User Experience

Evaluate your site for a strong user experience based on the following elements.

- ☐ Useful
- ☐ Usable
- ☐ Findable
- ☐ Credible
- ☐ Desirable
- ☐ Accessible
- ☐ Valuable
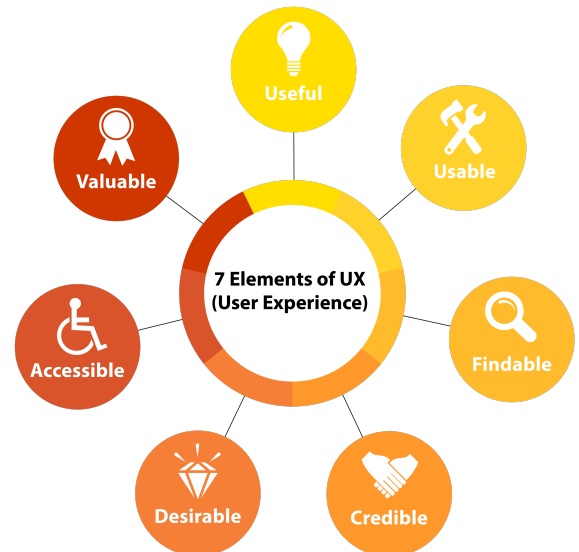
PRO TIP: Be strategic about your site and make sure that it has the right elements in the right places to achieve your goals.

Site Best Practices

- ☐ Clear navigation
- ☐ Link to other assets
- ☐ Grow your list
- ☐ Calls to action for different funnel stages
- ☐ One single website
- ☐ Reflects the customer journey
- ☐ Key info easily accessible

Home Page Optimization

Visitors spend about 7 seconds on your home page. The goal of the homepage is to establish your business and send them to the next page.

- ☐ Build trust
- ☐ Position your business
- ☐ Drive to the next page
- ☐ Highlight key features/benefits

Build Trust

- ☐ Reviews
- ☐ Testimonials
- ☐ Associations
- ☐ Awards
- ☐ Guarantee
- ☐ Client list
- ☐ Google listing + reviews

Product Page Optimization

- ☐ Title – Clear to users and search engines
- ☐ Organization – Easy to find and follow
- ☐ Right information – To drive a purchase
- ☐ Easy and clear call to action
- ☐ Optimized for SEO

Product Page Growth Tips

- ☐ Recommended products
- ☐ Sales + discounts
- ☐ Bundles
- ☐ Bogo
- ☐ Add-ons
- ☐ Tags – popular, top-rated, trending, recommended

PRO TIP: Consider how you can drive urgency to act – and act now. Many people delay decisions. Offers and incentives on pages can increase action rates.

Product Image Optimization

- ☐ Multiple images
- ☐ Realistic images
- ☐ Stunning images
- ☐ Videos
- ☐ User-generated photos

PRO TIP: People are often skeptical about online purchases. What will it look like? Will it match their expectations? Images can build trust with customers.

Product Description Optimization

- ☐ Desirable language
- ☐ Clear and descriptive
- ☐ Specific
- ☐ Bullets and emojis
- ☐ Organized with headers
- ☐ Search engine friendly
- ☐ Answer common questions
- ☐ Address common issues
- ☐ More is OK – just keep it organized

PRO TIP: The description is vital in making the purchase easy. Consumers like to be informed and educated. Give them more information to make the right purchase.

Review Analytics + Prioritize

All products aren't equal. Spend more time and energy on the products that perform the best.

- ☐ Popular products
- ☐ Popular pages
- ☐ Time on site
- ☐ Engagement rates
- ☐ Conversion rates
- ☐ Test and learn

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